

RETAIL PROMOTION FACT SHEET

LOGO

Promotion Description: Cambridge B3G1F Carton Promotion - Mega Outlets

Field Dates: First Week of November 1994

OBJECTIVE/ALLOCATION RATIONALE:

To generate multi-carton purchases and reward multi-carton consumers of Cambridge by placing this promotion in mega volume accounts. The minimum display size is 50 deals. This will also encourage smokers to pantry load Cambridge. This promotion is designed to be placed at retail for a week to 10 days at the beginning of the month to coincide with key consumer pay periods.

Geographic Scope ☒ National ☐ Key Markets/Sections; ☐ Excluded Markets:

• Allocations have been previously forwarded to Region Trade Marketing and are based on potential mega accounts.

• PLEASE NOTE: Under no circumstances should the band be removed from the 4 cartons and product sold separately at a price reduction.

• These deals can be placed on the 200 carton semi-permanent display or merchandised on a store built display. The 200 carton semi-permanent display can be ordered via Midas PF19 (POS#50568).

<input type="checkbox"/> Acct. Specific _____		<input checked="" type="checkbox"/> Carton 800+ _____		<input type="checkbox"/> Pack _____	
		Suggested CPW		Suggested CPW	
<input type="checkbox"/> Afro American	<input type="checkbox"/> Conv.	<input type="checkbox"/> Drug Stores	<input type="checkbox"/> Grocery	<input type="checkbox"/> Hotel/Cigar	<input type="checkbox"/> Liquor
<input type="checkbox"/> Asian	<input type="checkbox"/> Conv. Gas	<input type="checkbox"/> Gas	<input type="checkbox"/> Hispanic	<input type="checkbox"/> Indian (Tax Exempt)	<input type="checkbox"/> Mass Merch.
Military Participation: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		Military Display Quantity: _____			
		<input checked="" type="checkbox"/> Mega (800 CPW+)		<input type="checkbox"/> Supermarkets	
		<input type="checkbox"/> Other _____			

PRECON ASSEMBLY: ☐ Yes ☒ No

SLEEVED ☐ BANDED ☐

Participating Brand Styles: ☒ Family (S/R Discretion) ☐ Packing Specific

Sleeve UPC #s:

_____	_____	_____	_____	85s: _____
_____	_____	_____	_____	100s: _____
_____	_____	_____	_____	85s: _____
_____	_____	_____	_____	100s: _____

PRODUCT REQUIREMENTS:

Product Discount \$ _____

Case Size: ☐ 6M ☐ 12M

		Weight:	Tie:	High:
Product	85s: _____	Soft 85s: _____	85s: _____	85s: _____
Case Cube	100s: _____	100s: _____	100s: _____	100s: _____
Dimensions:	85s: _____	Box 85s: _____	85s: _____	85s: _____
	100s: _____	100s: _____	100s: _____	100s: _____

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES:

Handling Allowance: ☐ Yes ☒ No _____ Off Invoice: ☐ Yes ☐ No

Hand Stamping: ☐ Yes ☒ No _____ Off Invoice: ☐ Yes ☐ No

REFER TO THE PROMO-TAX ORDER ENTRY SYSTEM FOR ORDERING AND TAX ALLOWANCES

PRODUCT ORDERING:

Product Order Period: _____

Product Delivery Dates: _____

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POS ORDERING INFORMATION:

PMExpress Kit **50 Deal Kit**

Kit Components: {

1 Poster
1 Shelf Talker
50 Carton Wraps
1 Semi Perm Header

PMExpress Display Kit #: **01305**
 Kit Order Dates: (From-To) **8/15/94-11/11/94**
 Kit available in Field: **10/17/94-11/25/94**
 POS #: (For Field
 MIDAS Allocation only)
 MIDAS P/F: **1**

PMExpress Kit Dimensions

Length: **10"**
 Width: **36"**
 Height: **1"**
 Weight: **4 lbs.**
 (EXCLUDES PRODUCT)

Assembled Display

Depth: **N/A**
 Width:
 Height:

UPC Code:
 # Deals/Display: **50**
 # Deals/Back Up: **0**
 # Product Ctns: **50**

PAYMENTS:

<u>Display/Item</u>	<u>Payment To</u> <u>(Retailer/Distributor)</u>	<u>Promo Code</u>	<u>Payment</u>
Distributor Assembly	Distributor	820	\$12/12M Case
Gratis Carton	Retailer/Wholesaler		Wholesale Cost Only

MEDIA SUPPORT: ☐ Yes ☒ No Media Advertisement Only ☐ Media Advertisement and Offer ☐ *

<u>* Offer</u>	<u>Vehicle</u>	<u>Circ.</u>	<u>Value</u>	<u>UPC #</u>
<input type="checkbox"/> Coupon				
<input type="checkbox"/> Product Offer				
<input type="checkbox"/> Incentive				
<input type="checkbox"/> Sweepstakes				
<input type="checkbox"/> Other				

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